



Charming Suits and Coats Appropriate for Easter Wear

You see in their graceful lines the skill of the artist-designers

The elegance and quality of fabrics and skillful tailoring assure delightful service as long as you choose to wear them.

Your Easter garment can be chosen to much better advantage now than later. Our splendid collection is complete in styles, fabrics, colors and sizes.

Easter, the day above all others when smart, fashionable apparel is most admired.

The spring-day of fashion, when every woman, younger or older, seeks to look her best.

There's a fitting charm and becoming beauty about our new Tailored Suits and Coats in Fine Woolens or Silks.

This is the Store that every woman looks to for authoritative style information when it comes to the all important items of dress. For years we have been the exclusive representative in this section for the world's greatest producers, and this fact alone assures the buyer of our supremacy. Associate this fact with the one that the variety here is at all times--and especially this season--by far and away the largest that is shown anywhere in this locality--and you have a combination argument why you should buy here that few women care to overlook.

Snappy Styles in

New Millinery

Hart & Phillip's Pattern Hats have proven irresistible to our customers, there is so much style about them and with all, the price is kept so reasonable to the buyer that selecting a hat here is a pleasure, new styles are arriving weekly, with an unusually large display for this Easter week.

125 Beautiful New Silk Costumes

Priced from \$12.50 to \$45.00

Also 75 Pretty New Tub Dresses priced from \$3.50 to \$25.

In this collection are gowns for Brides, Confirmation, Graduation, Party, Traveling, Calling, street and home wear, perfect fitting, perfect style, splendid workmanship, Georgette and Crepe-de-Chene, Failles, French Taffetas, etc., and an innumerable collection of Tub materials. Undoubtedly this is one of the most beautiful displays of dresses ever shown by any house in this section. The great scarcity of suitable yard materials and the difficulty of finding dressmakers enough to make them up induced us to make this new display for our customers. May we show them to you?

FAMOUS DUCHESS

SKIRTS SOLD HERE

At last we have secured this line, one that we have been waiting for, for some time.

Because of the fit, the hang, the finish, the workmanship, the materials and the reasonableness of the prices of which they may be sold we have greatly desired this line. Now they are here on display in beautiful silks and woolen materials. Come and see them.



AN EXCEEDINGLY IMPORTANT ANNOUNCEMENT OF CO-OPERATIVE WAIST SELLING WHICH CONCERNS EVERY WOMAN

The Famous Wirthmor Waists Robinson's Exclusive Agency for Gratiot County

Price \$1.00



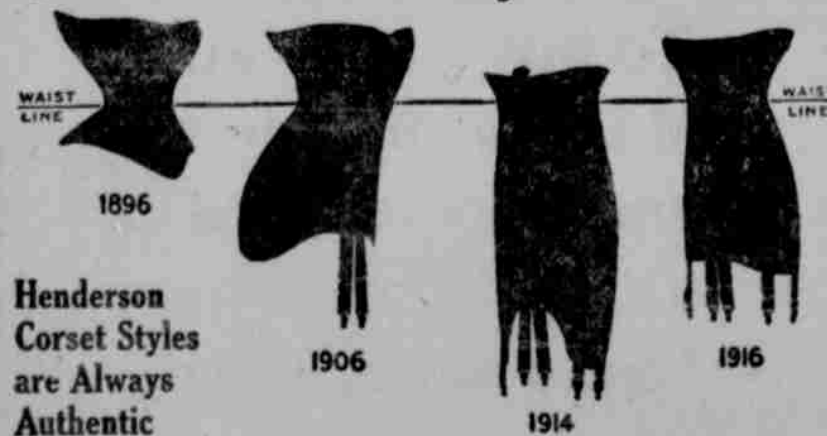
Price \$1.00

We are also Exclusive Agents for the Wellworth Blouse at \$2.00 they have to be seen to be appreciated each are packed in a separate glazed envelope.

4 New Styles at \$1.00. 2 New Styles at \$2.00. Placed on sale 15th of each month.

Beautiful Waists of Crepe-de-Chene, French Taffeta and Tub Silks. A fine collection of pretty Silk Blouses from best makers \$2.50 to \$7.50.

Correct Corset Style for 1916



Henderson Corset Styles are Always Authentic

An Excellent Corsetiere

---one of the very best---from the Henderson factories will be with us May 1st and 2nd for the purpose of demonstrating the New Henderson Corset Models.

Remember the date and look for further details next week.

WIRTHMOR WAISTS, properly so named, will in the future be on sale in our store.

These Waists will sell at \$1.00. They will always be worth more than the price you pay. A new plan of co-operation between manufacturer and retailer makes possible the sale of Waists at this price that would ordinarily sell at \$1.50 to \$2.00.

Sincerely do we believe that these are the very best Waist values that have ever been offered, and that under an agreement recently made with the producer, we will always be in a position to offer in the future at \$1.00, Waists that are vastly superior to what you can obtain at this price elsewhere.

Wirthmor Waists will be sold here and here only. They will always sell at \$1.00. A new allotment the 15th of each month. **ON SALE TOMORROW.**

D. W. ROBINSON

The Store that Sells "Wooltex"

ALMA,

MICH.

Floor Coverings to Meet Every Need

in our splendidly equipped newly opened Carpet Department. Beautiful new Patterns, scores of Rugs in room sizes.

See The New Linoleums

2, 2½ and 4 yard wide. You are sure to be easily suited and pleased with our saving prices.

